## REMARKS

Claims 15, 16, and 27-35 are pending.  Claim 27 has been amended to fix minor typographical errors.

The Examiner rejected claims 15, 16, 27-31, and 34 under 35 U.S.C. § 102(e) over U.S. Patent No. 6,313,745 to Suzuki ("Suzuki"); claims 32 and 33 under 35 U.S.C. § 103 over Suzuki in view of U.S. Patent No. 5,872,850 to Klein et al. ("Klein"); and claim 35 under 35 U.S.C. § 103 over Suzuki and U.S. Patent No. 5,897,650 to Nakajima et al. ("Nakajima").  For the reasons discussed in further detail below, Applicant believes the pending application is in condition for allowance

The Examiner rejected claims 15, 16, 27-31, and 34 as anticipated by Suzuki. Applicant respectfully disagrees.

Suzuki describes a system that uses wireless tags to detect items of clothing that a shopper takes into the fitting room of a retail store, and then uses all of the detected items to recommend additional items to the shopper.  The system in Suzuki includes a display that is used by employees in the store to view the detected items.  From this display, the employees are also able to view recommendations suggested by the system based on all of the detected items.  The system in Suzuki differs substantially from Applicant's technology.

Embodiments of Applicant's invention are directed to, in a computing system, displaying a list of items, receiving a user selection among the items, and using the items selected by the user to generate recommendations.  Claims 15 and 16 recite "displaying a plurality of item indications" and "receiving user input selecting one or more of the displayed item indications."  Claim 27 recites "displaying information describing products in a group" and "when a displayed control is selected by a user, adding to a list of recommendation seeds products in the group."  In contrast, the system in Suzuki never displays a list of items in a computing system from which a user can make any selections, let alone selecting items to be used as recommendation seeds as recited.

Further, Suzuki generates recommendations based on all of the items of clothing taken into the fitting room by the shopper, not based on items selected by a user from a list displayed by a computing system as recited in claims 15, 16, and 28. Claims 15 and 16 recite "selecting as seed items the items indicated by the selected item indications; generating a list of recommended items using the selected seed items." Claim 28 recites "the list of recommendation seeds contains products in the groups whose controls are selected by the user" and "generating a product recommendation based upon the list of recommendation seeds." Applicant's claims recite unique steps not disclosed by Suzuki, and therefore are not anticipated by Suzuki. Accordingly, Applicant respectfully requests that this rejection be withdrawn.

Claims 15 and 16 are further distinguishable from the system in Suzuki by their requirement that user profile information not be used. The system described in Suzuki requires that if user profile information is available, information such as past purchase history is used to improve the recommendations. In contrast, some embodiments of Applicant's technology are specifically aimed at providing recommendations that do not utilize the user's profile since the user may be trying to find items to give someone else as a gift. Claim 15 recites "a distinguished user having a user profile . . . wherein none of the set of seed items is a rated item having a rating in the user profile." Claim 16 recites "a distinguished user having a user profile . . . wherein none of the set of seed items is identified in the user profile as an item purchased by the user." These steps are not recited by Suzuki, and therefore claims 15 and 16 are not anticipated by Suzuki. Accordingly, Applicant requests that this rejection be withdrawn.

The Examiner rejected claims 32 and 33 under 35 U.S.C. § 103 as unpatentable over Suzuki in view of Klein; and claim 35 as unpatentable over Suzuki in view of Nakajima. Applicant respectfully disagrees.

As noted above, Applicant's independent claims recite steps not disclosed by Suzuki. Klein is cited for its disclosure of albums and books in a marketplace. Nakajima is cited for its disclosure of a control wherein a portion of the information it contains is draggable. Neither Klein nor Nakajima contains any teaching to suggest that

either reference be combined with a system such as the one disclosed by Suzuki or that such a combination would be possible or desirable.  For these reasons and the reasons discussed above, Applicant respectfully requests that these rejections be withdrawn.

In view of the above remarks, Applicant believes the pending application is in condition for allowance.

Applicant believes no fee is due with this response.  However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 249768045US from which the undersigned is authorized to draw.

Dated:  2/15/05

Respectfully submitted,

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